

**Lifestyles**

PROGRAM TITLE: News 3@ SUNRISE

TYPE: News

DATE OF BROADCAST: January 16, 2006

DESCRIPTION: Nevada Blood Banks are experiencing an emergency blood shortage. In an effort to bring blood supplies back to safe levels, executives at Bally's Las Vegas are offering free show tickets to "Jubilee" starting today.

PROGRAM TITLE: News 3 @ SUNRISE

TYPE: News

DATE OF BROADCAST: January 16, 2006

DESCRIPTION: The centers for disease control reports the flu is currently widespread in Nevada, and two drugs frequently prescribed by doctors do not work on this year's strain.

---

PROGRAM TITLE: News 3 @ SUNRISE

TYPE: News

DATE OF BROADCAST: January 18, 2006

DESCRIPTION: Nevada Senator Harry Reid ha told his staff they can no longer accept gifts, meals or travel from lobbyist. Today Reid and other democrats plan to outline their plan for ethics reform.

---

PROGRAM TITLE: News 3@ SUNRISE

TYPE: News

DATE OF BROADCAST: January 18, 2006

DESCRIPTION: Thousands of open heart surgeries are performed throughout the country each year and now some of those will take place at Summerlin Hospital. The first open heart surgery at Summerlin Hospital, a triple bypass surgery took place on Monday.

---

PROGRAM TITLE: News 3@ SUNRISE

TYPE: News

DATE OF BROADCAST: January 19, 2006

DESCRIPTION: People are waiting hours at local hospitals to see a doctor. UMC recently had to declare an internal disaster in the ER. That meant they were overwhelmed and could not accept patients coming on an ambulance. Growth is part of the reason.

---

PROGRAM TITLE: News 3@ SUNRISE

TYPE: News

DATE OF BROADCAST: January 19, 2006

DESCRIPTION: A new trail opening this morning explores the history of Las Vegas. The six-mile pioneer trail has 16 stops and stretches between the Las Vegas Springs Reserve and the Las Vegas Mormon Fort.

---

PROGRAM TITLE: News 3@ SUNRISE

TYPE: News

DATE OF BROADCAST: January 20, 2006

DESCRIPTION: Harry Reid is criticizing Medicare's new prescription drug coverage program. He says many Nevada seniors are worse off under the program, facing increasing costs and confusing choices.

---

PROGRAM TITLE: News 3@ SUNRISE

TYPE: News

DATE OF BROADCAST: January 21, 2006

DESCRIPTION: She is representing our state in tonight's Miss America Pageant, but a lot of locals feel this year's Miss Nevada is sending the wrong message about the state. Earlier this week, Crystal Wosik was asked a question about the Yucca Mountain project.

---

PROGRAM TITLE: News 3 @ SIX

TYPE: News

DATE OF BROADCAST: January 22, 2006

DESCRIPTION: Today producers for the hit NBC show the "Biggest Loser" held a casting call at the Galleria Mall. They were looking for Las Vegas residents willing to shed pounds all in front of America.

---

PROGRAM TITLE: NEWS 3 @ SIX

TYPE: NEWS

DATE OF BROADCAST: February 13, 2006

DESCRIPTION: Plans are in the works for a new casino development in North Las Vegas. Boyd gaming is paying 35 million dollars for a 40 acre site zoned for a hotel-casino on the southwest corner of Centennial Parkway and Lamb. Work on the site is set to start next year.

---

PROGRAM TITLE: NEWS 3 @ SUNRISE

TYPE: NEWS

DATE OF BROADCAST: February 14, 2006

DESCRIPTION: A new study finds nearly half of all heart attacks are being over looked. In a study of four thousand men and women, 43% of the total heart attacks were not recognized at the time of attack. Researchers say attacks are being dismissed because of unusual warning sign, like back and shoulder pain instead of chest pain.

---

PROGRAM TITLE: NEWS 3 @ FOUR

TYPE: NEWS

DATE OF BROADCAST: February 14, 2006

DESCRIPTION: The Bourbon Street Hotel and Parking lot was imploded at two-thirty this morning. Over 160 lbs of explosives did the job in just seconds. No power was interrupted or damage was done to any of the nearby properties.

# QUARTERLY REPORT FIRST QUARTER – 2006

January 1, 2006 through March 31, 2006

**VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:**

## 1. **GROWTH**

Our valley continues to experience rapid **growth**. While residents understand the need to keep up with the expanding community, they are still concerned with constant **traffic** delays, and the never-ending **construction**. **Utility issues** are also a major concern for local residents; as the nation experiences inflated utility rates, we do as well. **Air travel** has now become an issue as well. As McCarran Airport continues to see more and more passengers, they have to consider more options as to how to fly more planes through our valley skies.

## 2. **EDUCATION**

**Education** continues to be a concern of adults in our community. The area's growth contributes to continuing concerns of students and teachers' **safety** in our schools, **school district issues**, and **teacher quality**. Currently people are concerned about the **superintendent search** for Clark county school district and is a very high priority of parents.

## 3. **SAFETY & LAW ENFORCEMENT**

**Safety** and **law enforcement** issues are a constant concern to those who live in Southern Nevada. With the continued growth of our community, along with it comes **crime** of all types. Residents are especially concerned about crimes and their own personal safety related to **alcohol, DUI's, drugs, graffiti, gangs, sex crimes, and robberies**.

## 4. **LIFESTYLES**

With rising healthcare costs, the topic of **health and medical** care is a big concern to Las Vegas residents. There are a number of **gambling** institutions and **casino** resorts where Southern Nevada residents and tourists can spend time and eat. Even though our city is a 24 hour town, **family issues** still take top priority. Many families participate in **mountain activities** on the weekend. Southern Nevada homeowners are also big **animal** lovers.

## 5. **ECONOMY**

We are a city that is lucky to have a strong **economy**, mostly due to **tourism**. However, because we have a strong economy, many outsiders are moving here and

---

PROGRAM TITLE: NEWS 3 @ FOUR

TYPE: NEWS

DATE OF BROADCAST: February 15, 2006

DESCRIPTION: Some second graders got a lesson in CPR today. Today's EMT's told us that the majority of calls they go on are cardiac related. They say too often, people think they are just having heart burn and hesitate to call 911.

---

PROGRAM TITLE: NEWS 3 @ SIX

TYPE: NEWS

DATE OF BROADCAST: February 15, 2006

DESCRIPTION: Windy weather means trouble for those of you who suffer from allergies. Pollen, dust and dirt blowing through the air can make days like today very difficult for your health. There are things you can do to help allergies like taking anti-histamines to help your symptoms. You can also change the air filters in your home.

---

PROGRAM TITLE: NEWS 3 @ SUNRISE

TYPE: NEWS

DATE OF BROADCAST: February 16, 2006

DESCRIPTION: Clark Counties Head Start Program is losing 12 million dollars in Federal funding. More than 17 hundred kids are currently enrolled her in the valley. A health and human services commissioner says they decided to cut funding because the economic opportunity board, which runs the program is understaffed and doesn't do a good job at monitoring the health care of kids.

---

PROGRAM TITLE: NEWS 3 @ SIX

TYPE: NEWS

DATE OF BROADCAST: February 17, 2006

DESCRIPTION: Some of the candy your kids are eating could make them very sick or over time, even kill them. The Clark County Health District has ordered a "cease and desist" order banning the sale and display of certain imported candies from Mexico with contain harmful amounts of lead.

---

PROGRAM TITLE: NEWS 3 @ SIX

TYPE: NEWS

DATE OF BROADCAST: February 17, 2006

DESCRIPTION: If a Pandemic Flu outbreak happens here in Nevada the government wants to make sure we're prepared. A statewide summit was held today for the first time to discuss the plans for an outbreak. The US department of Human Services is giving Nevada more than one million dollars to help with the planning efforts.

---

PROGRAM TITLE: NEWS 3 @ FIVE

TYPE: NEWS

DATE OF BROADCAST: February 18, 2006

DESCRIPTION: Veterinarians across the country are warning pet owners to be careful if they give their dogs "GREENIES". Greenies are compressed vegetable bones, marketed to clean teeth and freshen breath for dogs. Doctors say because they are hard to digest, small pieces of the bone can get lodged in their digestive tract. A recent study found that in the past three years that 13 dogs have died after eating Greenies.

---

PROGRAM TITLE: NEWS 3 @ SIX

TYPE: NEWS

DATE OF BROADCAST: February 18, 2006

DESCRIPTION: A very lucky person is just six numbers away from winning \$365 million dollar Powerball jackpot. The largest jackpot in history. Even though the Powerball isn't here in Nevada, that is not stopping Las Vegans from going to places like Arizona to buy tickets for their chance at millions.

---

PROGRAM TITLE: NEWS 3 @ SUNRISE

TYPE: NEWS

DATE OF BROADCAST: March 6, 2006

DESCRIPTION: Wal-Mart stores will now stock the emergency contraception pill in their pharmacies. The nation's largest retailer made its decision after several states ordered the chain to make the "morning after pill" available.

---

PROGRAM TITLE: NEWS 3 @ SUNRISE

TYPE: NEWS

DATE OF BROADCAST: March 8, 2006

DESCRIPTION: Spring Break is almost here and the American Medical Associations has a warning for college women – don't drink too much. Not only can binge drinking lead to risky behavior, but women process alcohol differently than men. This can lead to serious health problems later in life.

---

PROGRAM TITLE: NEW 3 @ FOUR

TYPE: NEWS

DATE OF BROADCAST: March 9, 2006

DESCRIPTION: The MGM Grand is being honored with AAA's distinguished "four diamond" award. That makes the Las Vegas landmark the largest hotel in the world to win the honor.

---

PROGRAM TITLE: NEWS 3 @ SIX

TYPE: NEWS

DATE OF BROADCAST: March 11, 2006

DESCRIPTION: Hotel room rate increases could be taking a break for the first time in nearly two years. In the past three months, rates have dropped about 6%. That brings the average hotel room to just over \$200.

---

PROGRAM TITLE: NEWS 3 @ FOUR

TYPE: NEWS

DATE OF BROADCAST: March 7, 2006

DESCRIPTION: We are 41 days away from the next big resort opening and owners of the Red Rock Casino are already calling it the "local's favorite". The Red Rock Casino will feature nine restaurants, a nightclub and a bunch of other lounges. The resort is scheduled to open Tuesday April 18<sup>th</sup> with an evening of fireworks.



## Economy

PROGRAM TITLE: NEWS 3@ SUNRISE

TYPE: News

DATE OF BROADCAST: January 18, 2006

DESCRIPTION: You could be paying a lot more to keep your home cool this summer, if Nevada Power gets its way. Yesterday the power company filed for a 23 percent rate increase. Nevada Power blames the skyrocketing cost of natural gas for the increase.

---

PROGRAM TITLE: NEWS 3 @ NOON

TYPE: NEWS

DATE OF BROADCAST: February 13, 2006

DESCRIPTION: A new hotel-casino is coming to North Las Vegas. Boyd gaming paid 35 million dollars for a 40 acre piece of land near Centennial Parkway and Lamb Boulevard. Work on the project will begin next year.

---

PROGRAM TITLE: NEWS 3 @ SIX

TYPE: NEWS

DATE OF BROADCAST: February 14, 2006

DESCRIPTION: Today we are getting a first look at the new commercial from the LVCVA. It's part of the "What happens here, stays here" campaign. The promotion is called "Be anyone". There will be a sweepstakes to go along with this campaign.

---

PROGRAM TITLE: NEWS 3 @ SIX

TYPE: NEWS

DATE OF BROADCAST: February 15, 2006

DESCRIPTION: Home warranty policies offer you peace of mind when you buy a new home. The idea is, if something breaks, the warranty will pay to fix it. This is not always the case. Our saving you money team found that some homeowners are being charged hundreds of dollars and not getting what they paid for.

---

PROGRAM TITLE: NEWS 3 @ SUNRISE

TYPE: NEWS

DATE OF BROADCAST: February 16, 2006

DESCRIPTION: Homeland Security Secretary Michael Chertoff agrees to meet with Nevada lawmakers to explain why Nevada was dropped from the list of cities considered "high threat" risks from terrorists. This list is based on a number of criteria, much of which is classified.

---

PROGRAM TITLE: NEWS 3 @ NIGHTSIDE

TYPE: NEWS

DATE OF BROADCAST: February 17, 2006

DESCRIPTION: One of the biggest headaches of traveling is landing at the airport to find your luggage has been lost. The department of Transportations says that airlines lost 10,000 bags a day in 2005. McCarran airport, and Southwest, it's biggest airline are among those who couldn't keep track of luggage.

---

PROGRAM TITLE: NEWS 3 @ SIX

TYPE: NEWS

DATE OF BROADCAST: February 18, 2006

DESCRIPTION: Analysts say gas prices are starting to dip below the two-dollar mark. AAA says that gas prices in big cities will likely fall below two dollars before March. Right now, drivers are paying about \$2.46 a gallon.

---

PROGRAM TITLE: NEWS 3 @ NIGHTSIDE

TYPE: NEWS

DATE OF BROADCAST: March 8, 2006

DESCRIPTION: The cost of living in Las Vegas is going up and down, at the same time...depending on whether you buy or rent. In the past year, rent rates have jumped 6 to 8 percent.

---

PROGRAM TITLE: NEWS 3 @ SIX

TYPE: NEWS

DATE OF BROADCAST: March 11, 2006

DESCRIPTION: With NASCAR in town, the strip hotels are at 90% capacity and all that business translates to some good news for the Las Vegas economy. NASCAR fans are expected to bring the city over 100 million dollars in revenue this weekend.